

XX: DESIGNERS INTERRUPTED

BRAND GUIDELINES

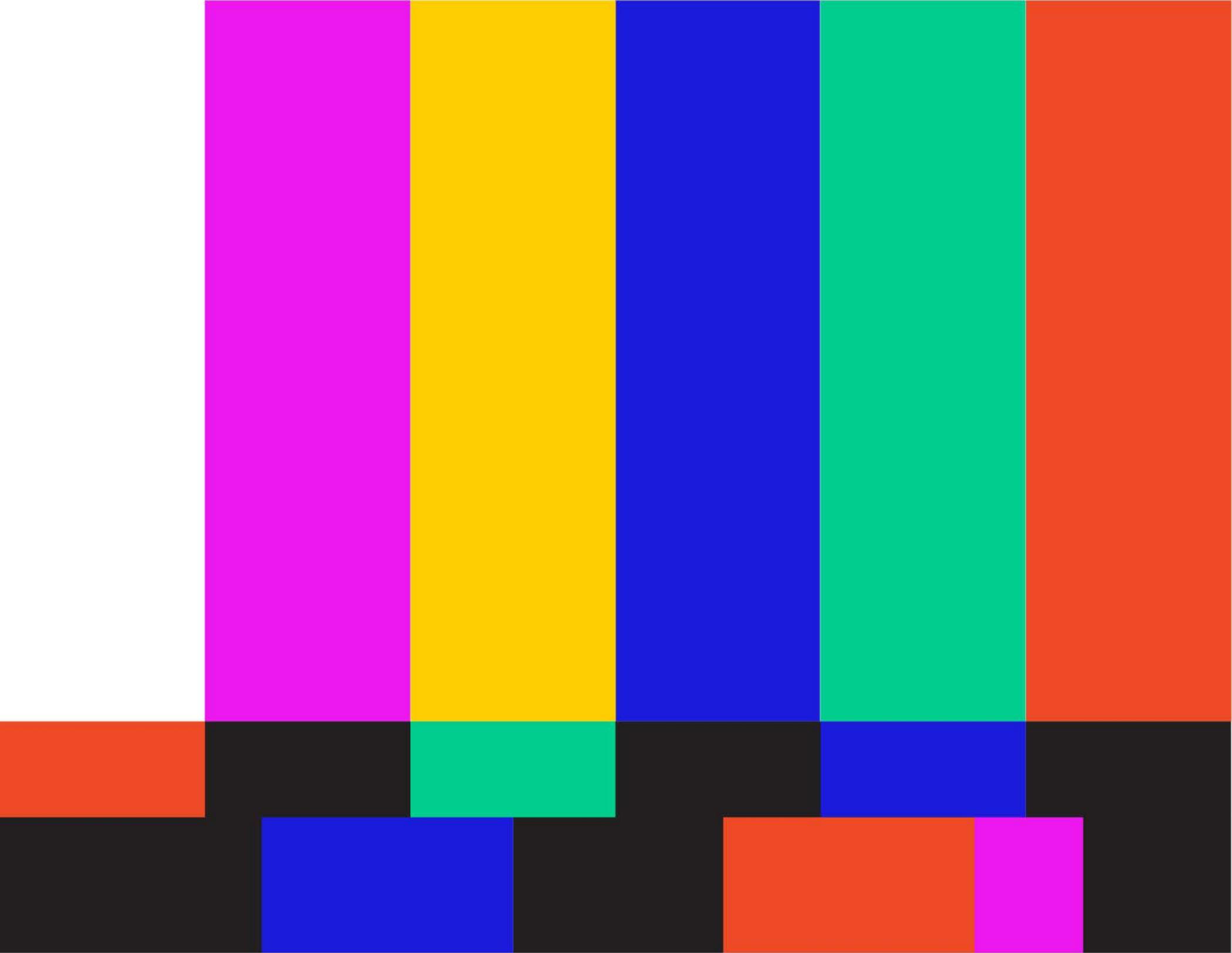


TABLE OF CONTENTS

THE BRAND	4
XX: DESIGNERS INTERRUPTED	5
BRAND DIRECTION: TONE OF VOICE	6
OUR PERSONA + WHY WE SPEAK + HOW WE SPEAK	7
HERE'S WHAT WE MEAN	8
WE LIKE TO SAY + WE AVOID SAYING	9
BRAND DIRECTION: VISUAL IDENTITY	10
PRIMARY LOGO	11
SECONDARY LOGO	13
TERTIARY LOGO	14
LOGO GUIDELINES	15
OUR COLORS	16
COLOR PAIRINGS	17
TYPOGRAPHY	18
BRAND DIRECTION: PHOTOGRAPHY	20
HEADSHOT GUIDELINES	21
CAPTURING OUR PERSONALITIES	22
BRAND DIRECTION: VIDEO	23
INTRO + OUTRO GUIDELINES	24

THE BRAND

XX: DESIGNERS INTERRUPTED

We are the class of 2020; XX being 20 in Roman Numerals. The geometry of the letter forms lends us opportunities to experiment. It is short, to-the-point, and easy to remember

XX: DESIGNERS INTERRUPTED

We are interrupting your regularly scheduled Saturday night program to bring you our stories and experiences from Summer 2019. Our careers were abruptly interrupted by our last year of school. Some of us have offers, freelance work, and we all have aspirations to dive back into our careers and life in the big city. Tongue-in-cheek, ballsy, irreverent, yet comical, but also us.

BRAND DIRECTION: TONE OF VOICE

OUR PERSONA

Like people, brands have personalities.
Here's how we describe ours.

STREET SMART

UNSTOPPABLE

CONFIDENT

IN MOTION

CHARACTER

WHY WE SPEAK

To share our summer experiences
and show our unique personalities
through our videos and branding.

To sell ourselves in a way that
engages our audience and makes
them understand our passions.

WHEN WE SPEAK

Quick-witted: Our minds move
even faster than our lives. We are
sharp and explicit.

To-the-point: We're busy, you're
busy, we're all busy. We get right
to the point.

Real: We keep it personal and
casual because we like to connect.
We want to be your best friend
and your boss.

HERE'S WHAT WE MEAN

WE LIKE TO SAY

You're invited

Hey guys (we're friendly and cool)

See you later (it's never goodbye)

See you there (it's not an option, you're coming)

ASAP + RSVP (we're designers and we're busy)

Thanks

Exactly

Yes

Hell yeah

Get shit done

7:00 PM

10.26.19

New York or NYC

Brooklyn

California

WE AVOID SAYING

UR Gr8 G2G TTYL (we're not that busy)

Hello / Goodbye (too formal)

It's our pleasure (a little prim)

On fleek (need we explain?)

Thank you

Ya (too casual)

7PM

October 26th, 2019

Manhattan or New York City

Bklyn or BK

Cali

BRAND DIRECTION: VISUAL IDENTITY

PRIMARY LOGO

Inspired by the geometry and colors of the “technical difficulties” and “no signal” television static visuals, our logo is bold and fresh. Please use with sensitivity and care at all times.

The first X is symbolic of the end of summer 2019, the second X represents graduation, and we are currently in the middle.

Used more often than our WORDMARK. Appears in corners of Headshot Photos, Letterheads, badges or seals for invitations, all print deliverables, website, merch, etc.

Never smaller than 3in; and never bigger than 6in. Please use common sense when using our primary logo; maintain legibility.



DESIGNERS INTERRUPTED



DESIGNERS *INTERRUPTED*



DESIGNERS *INTERRUPTED*



DESIGNERS *INTERRUPTED*



DESIGNERS *INTERRUPTED*

SECONDARY LOGO

Our WORDMARK is intended to be used for horizontal purposes and when the Primary Logo loses legibility.

Never smaller than 1in; Never bigger than 3in. Please use common sense when using our WORDMARK; Always maintain legibility.

XX: DESIGNERS INTERRUPTED

TERTIARY LOGO

Personalized Logo Guidelines

Must be vector-based. No photo or video. Must stay in the area between the Xs (where the vertical color stripes would be). May only use brand colors, in any combination. The front X must stay white and the back X must stay black. Submit a 2-3 sentence explanation about your design and how it represents you. Your design should reflect your individuality and express your own unique style and personality that you contribute to the whole.

Each individual logo has 2 deliverables.

1. A .png image that shows off your design.
 2. A .gif that animates your design to further express style.
- This .gif will be MAX 3 seconds and must be continuously looping.

Each individual logo should be designed with consideration to appear on all color backgrounds.

Usage

Our personalized logos will be used on the Step-and-Repeat and in Photo Booth at event Event. On social media video teasers. And can be used on the side next to our headshots as well as our transitions.



LOGO GUIDELINES

Use our logo with care and sensitivity.

Please DO NOT stretch, warp, or modify how the LOGO or WORDMARK is shown here or in the .png + .ai document. Do not change the colors of the LOGO or WORDMARK when using it in your respective deliverable / team. This helps us maintain brand consistency and recognition. The .ai and .png artboards have strategically been designed to lend the appropriate border length and width for the LOGO and WORDMARK. This means that no other elements (edges, vectors, photos, text, etc.) should overlap with that border. The magenta border represents the space that must surround the LOGO and WORDMARK at all times.



XX: DESIGNERS INTERRUPTED

OUR COLORS

Our color palette is inspired by our love for TV, pop culture, and our early 2000s childhood; these colors represent the recognizable and iconic TV static.

MTV Magenta

#ed18ed

R: 237 G: 24 B: 237

C: 30 M: 83 Y: 0 K: 0

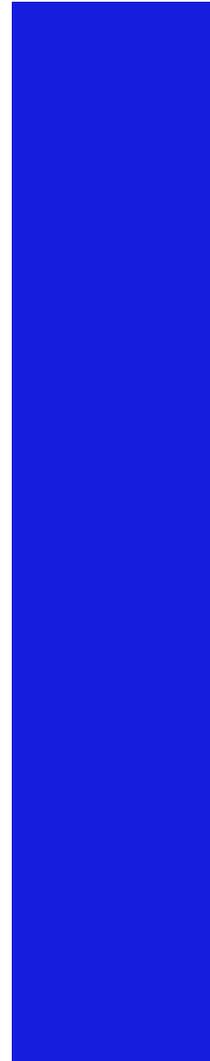


DVD Blue

#1b1bdb

R: 27 G: 27 B: 219

C: 89 M: 82 Y: 0 K: 0



Polardoid Yellow

#ffce00

R: 255 G: 206 B: 0

C: 1 M: 18 Y: 100 K: 0



Nintendo Orange

#ed4a24

R: 237 G: 74 B: 36

C: 1 M: 87 Y: 100 K: 0

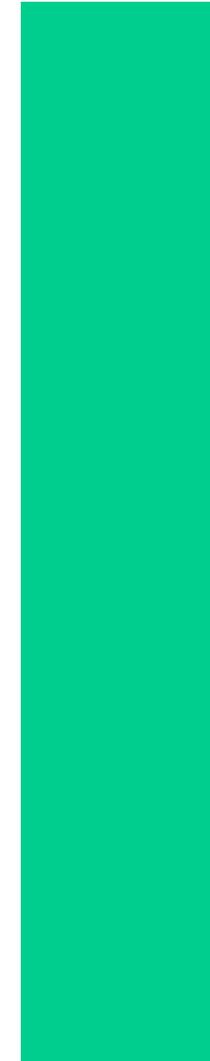


Rachel Green

#00ce8e

R: 0 G: 206 B: 142

C: 70 M: 0 Y: 62 K: 0



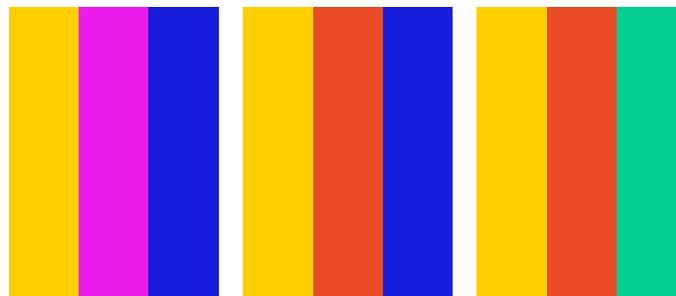
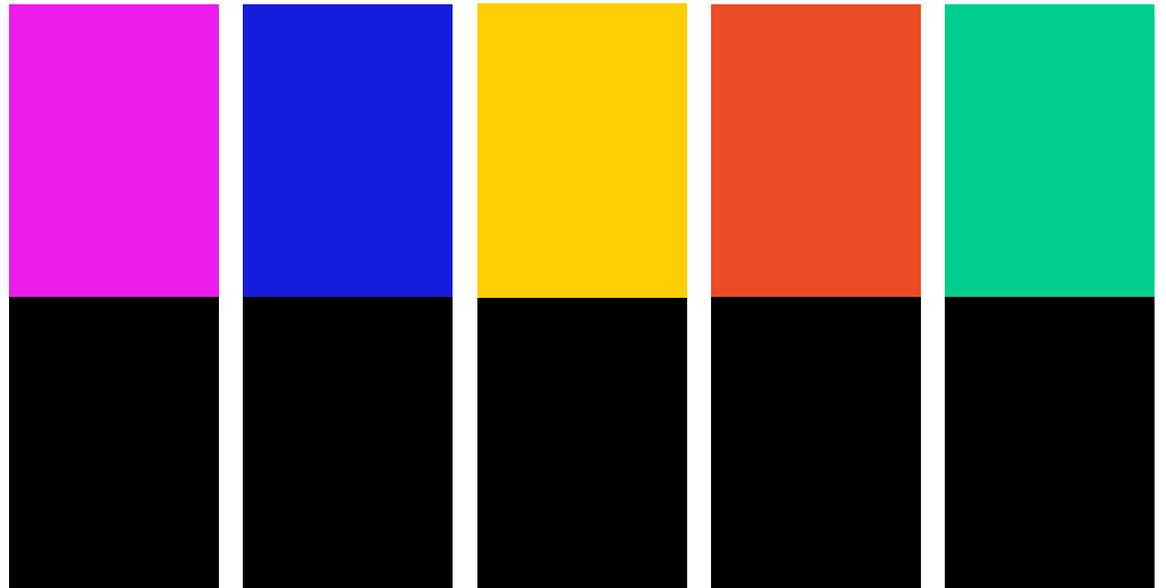
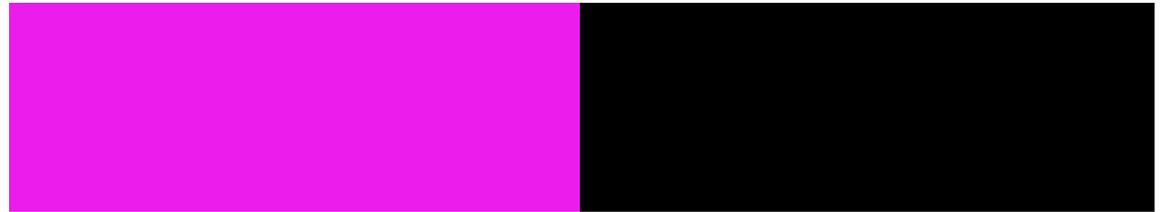
COLOR PAIRINGS

These colors look really awesome together so don't F*ck it up.

Our primary color pairing is MTV magenta with #00000 black.

Throughout all platforms each color must be shown and represented equally. They work together as a team to create the recognizable and iconic TV static.

The three colors together at the bottom look nice and can be used as accents.



UNIVERS BOLD OBLIQUE

OUR MAIN BRAND FONT. USED FOR HEADLINES AND TITLES OVER ACUMIN PRO ITALIC FOR USED IN CAPS ONLY. FOR ONLY ONE LINE OF TEXT. TRACKING: 100.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@?+

UNIVERS BOLD

Part of our main brand font. Used for sub-headings, sub-titles and body copy.
Encouraged to NOT use all Caps but NOT required. Tracking: 60. Optical leading.
1.5X < Leading < double pt size. Ex leading for 8pt: 1.5•8 = 14pt leading.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@?+

UNIVERS ROMAN

Part of our main brand font. Used for body copy ONLY. Tracking: 40. Optical leading
1.5X < Leading < double pt size. Ex. leading for 8pt: 1.5•8 = 14pt leading

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@?+

TYPOGRAPHY

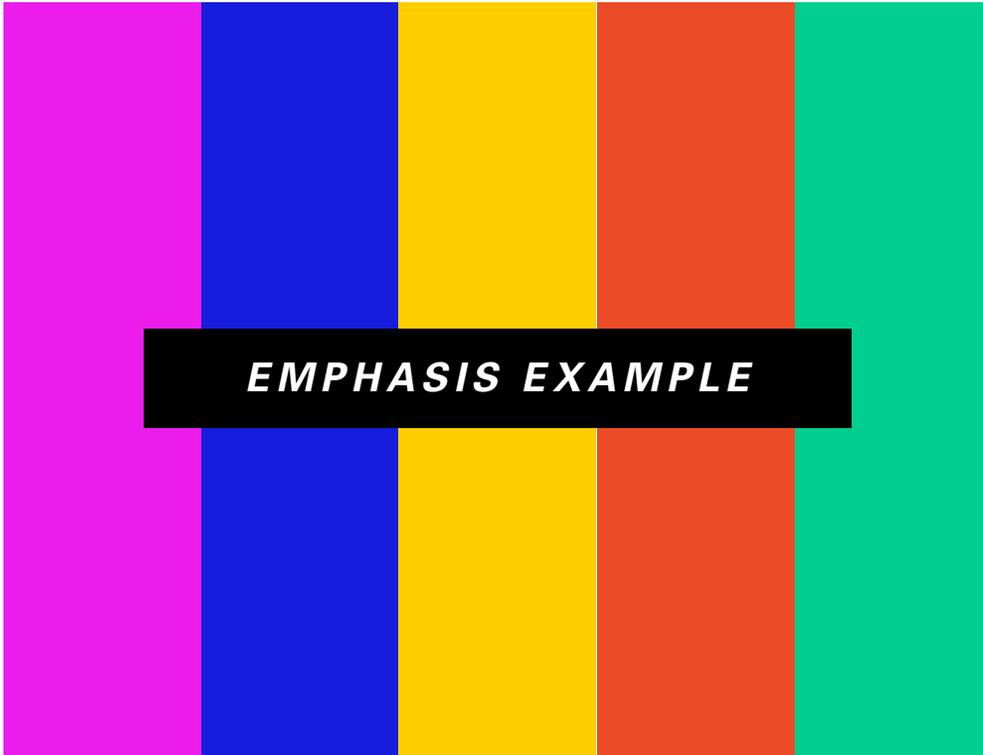
Be smart and use these fonts correctly.

Stick to these guidelines and we will have perfect cohesive type on all of our deliverables. If the leading equation is too complicated (we know math is hard) just ask someone from the brand team and we can help!

HEADLINE EXAMPLE

Sub-heading Example

Body copy example Ferum res ressit aut oditia apis por
erat ut apis eaque consequere alibusam eaque pelest quis
doluptat. It, ommolorrhurum vente plant aut lam nossequi tem
quis luptat. It, ommolorrhurum vente plant aut lam nossequi



TYPOGRAPHY

We have created type examples to help us have a cohesive brand across all of our platforms and deliverables.

For emphasis and to reference our visual identity, use the black bar behind white text over colored backgrounds.

Text should ALWAYS be aligned left, UNLESS it is being emphasized in a black bar, then it MUST be centered aligned.

BRAND DIRECTION: PHOTOGRAPHY

HEADSHOT GUIDELINES

These headshots are going to be similar to the video transitions, BUT they are also for us to post on social media 2 weeks before the show (with all of the info in the caption) to promote it!

Take these seriously! They represent the integrity of the show and PSU Graphic Design Program. Use them for your LinkedIn profile pictures as well!

3 BACKGROUND COLORS

Pink + Blue + Yellow

Photographers: Ben + Carly + Laura + Astrid

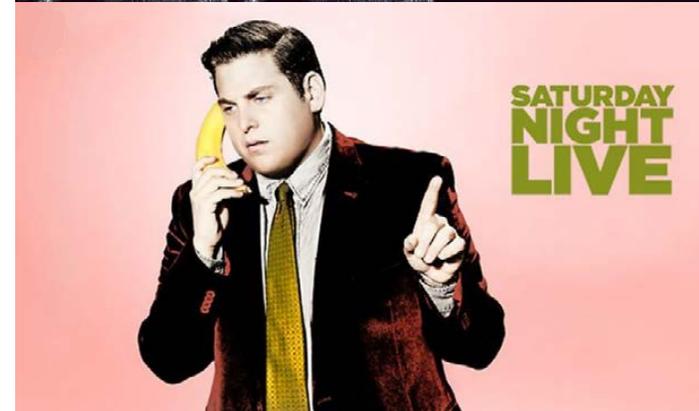
Need to stagger ourselves so that way there aren't any back-to-back transitions of the same background color. This gets into the order of the show, which will have to be heavily considered

WHAT TO WEAR

Wear something that you would wear to your internship. We're graphic designers: our clothing should reflect our personalities / designs. Accessories: necklaces, earrings, piercings, etc. Makeup: whatever fits you! Hair should be presentable.

WHAT NOT TO WEAR

Business clothing, Blazers, Sunglasses, Hats



CAPTURING OUR PERSONALITIES

Transitions will be shown for 7 seconds.

We'll take as many photos we need to get the perfect transition for you, but in the end only a small set of photos will be shown. Pick one movement / dance / motion, and we'll capture it in 7 seconds.

Movement

Should be representative of you AND your video. Should be APPROPRIATE for Professor and University Faculty viewing. Think about who is before you and after you in the show order, and make sure yours is different from theirs. Be unique and embrace your INDIVIDUALITY.

Showing yourself

You must show your eyes or part of your face in at least one photo. A prop or body part needs to be shown in the other photos if you choose to do this. The Photo Staff is not responsible for posing you! You know yourselves better than anyone else. You can have a prop / props SO LONG as they don't over power you and your personality

Branding + Identity

Your Name, Internship, Location (city) will always be on the right side.

On-Brand with XX: Designers Interrupted

Tongue-in-cheek, unique, ballsy. Individuality, and Personal Identity. Taste of the real world, but interrupted by Senior Year / Interruption in your Saturday night TV Program. Take pride in yourself, your work, and what you've accomplished so far; we're professional designers.

BRAND DIRECTION: VIDEO

INTRO GUIDELINES

The intro will ultimately cut from clips of us having fun during the summer to the iconic television static to “interrupt” our summer fun with the presentation of our internship show.

While the audience is walking in our logo will be bouncing from side to side, corner to corner, on the screen as a DVD logo would bounce when the screen is paused. The logo will be missing the corner slightly each time, this will make the viewers beg for the logo to hit the corner perfectly. When the show is about to start our logo will hit the corner at a perfect angle.

The video team will establish what will exactly happen next - but there should be some type of reference to a TV turning on.

Once the TV is on there will be clips of us having fun for a minute or two. Emphasizing that we were having an awesome time this summer.

TV static in our color palette will interrupt these video to say something along the lines of, “WE INTERRUPT THIS REGULARLY SCHEDULED PROGRAMING TO BRING YOU...” and then the show will begin.

OUTRO GUIDELINES

The concept of the outro is left to the video team but it must include the following:

Credits

Thank You (our professors, our parents, our friends)

Inviting the audience to join us for a reception

Animation representing TV turning off

Using our colors to represent the TV static, must include something along the lines of, “We now return to your regularly scheduled programming.”

THANK YOU